



Santa Rosa Tourism Business Improvement Area Event Support Application

The Santa Rosa Tourism Business Improvement Area (SRTBIA) offers the opportunity for event planners and organizers to seek funding to support their events in Santa Rosa. These guidelines set forth the criteria for application to the SRTBIA. As the primary purpose of the SRTBIA is economic impact, all SRTBIA applications must detail how the proposed event will generate overnight stays.

To ensure the success of your application, please note the following:

- Applicants must use the attached Application Form.
(You may attach additional information to your application, if necessary.)
- Send completed forms and any additional material to Rafael Rivero with the City of Santa Rosa at RRivero@srcity.org with a copy to Tanya Rainey with Visit Santa Rosa at tanyar@visitsantarosa.com.
- You may apply at any time during the year, however, your application will not be reviewed until the next scheduled SRTBIA Board meeting following the receipt of your application. Your application must be received 7 working days prior to the meeting for consideration. The SRTBIA Board will review the application and vote on funding. SRTBIA Board meetings are held on the fourth Thursday of every other month. (Subject to change.)
- Questions should be addressed to the Executive Director of Visit Santa Rosa at 707-524-2116 or bradc@visitsantarosa.com.

Event Support Application Assessment Process

Applications will be reviewed by the SRTBIA board. Consideration for approval and the amount of funding awarded will be dependant on several factors. Overnight stays, new event or repeat event, media coverage, marketing & brand support for Santa Rosa, event time (season vs. off-season), organizational plans and potential for long term growth. Support is subject to available funds and at the discretion of the board.

Event Timing

The most important consideration will be event timing and special consideration will be given to events that are held during low occupancy. For an estimate of occupancies during your event contact the Executive Director of Visit Santa Rosa.

Timing

Event held during peak occupancy

Event held during shoulder period

Event held during low occupancy

Special Consideration

Low

Medium

Extremely High

Other consideration will be given to events based upon the below chart.

Category

Consideration

Confirmed room nights during non-peak occupancy

The goal is to produce a minimum of 100 new or additional room nights within the city limits of Santa Rosa (excluding vendor and staff rooms) during need times. For new events: estimate room nights or provide supporting documentation from a similar event. For existing events provide supporting documentation including potential for expansion.

< 100	Low
101-500	Medium
>500	High

Media Coverage

Local	Low
Regional or non-major	Medium
Major outlet and/or national coverage	High

Long Term Growth Potential

0-100 Room Nights	Low
101-500 Room Nights	Medium
>500 Room Nights	High

Marketing & Organizational Plan

None	Low
Minimal marketing plan	Medium
Well thought-out & organized	High

The SRTBIA board will evaluate each event separately and allowable expenditures will vary depending on many of the above factors. At its discretion the board may only allow one type of expenditure (such as marketing & advertising).

Example of Allowable Expenditures

- Site fees and other related costs incurred within the city limits of Santa Rosa. (*Including facility rental, insurance, labor, security, event officials, use of special floor, equipment or stage set-up, etc.*)
- Marketing and advertising expenses related to efforts outside Sonoma and the immediately surrounding counties of Napa, Lake, Marin and Mendocino. These include but are not limited to promotional materials, trade shows, advertising and media buys.

Disallowed Expenditures

- General operating or administrative salaries or wages.
- Advertising and marketing expenses in Sonoma County or the immediate surrounding counties.
- Site fees and other related costs incurred outside the city limits of Santa Rosa.

Repeat Submissions:

Events may be funded more than one time; however, the intent is for events to become self sustaining. Organizations may submit applications for different events.

Post-Event Summary Report:

All expenditures *for items funded by SRTBIA* must be documented and a report must be received by the Executive Director of Visit Santa Rosa no later than 90 days following the last day of the funded event. The report should include:

1. A brief summary outlining estimated attendance
2. A zip code analysis or event attendance survey that details the number of attendees that are from out of the area
2. Information on advertising placed to promote the event (if applicable)
3. A general assessment of the event which addresses its success and any concerns or recommendations for changes.
4. Estimated room nights in Santa Rosa with methodology for calculation room nights.
5. Copies of checks issued for payment of services or copies of corresponding invoices equal to the amount of funding provided

Failure to submit your post-event summary within 90 days or submitting summaries with incomplete or missing information may affect final funding and considerations of future applications.

OVERVIEW OF EVENT SUPPORT TERMS

1. Include the Visit Santa Rosa logo and the City of Santa Rosa logo on printed materials, marketing materials, and link the Visit Santa Rosa logo to VisitSantaRosa.com and City logo to OutThereSR.com from the event/organization website.
2. Permitting the Visit Santa Rosa to hang signage at the event and be given sponsorship benefits as per the value of the event support.
3. Guarantee a complete and accurate report of the event's activity to the Visit Santa Rosa within 90 days of the event conclusion (including complete expense statement on reimbursable items, if applicable). Included in this documentation should be verification of total room nights, total event attendance, estimated attendance from out of the area and if possible estimated local spending by event organizer.
4. Agree to notify the Visit Santa Rosa immediately if the event is cancelled, rescheduled or downsized. Because of the importance of filling room nights over need times, if the dates of the event are changed, the contract becomes void and funding will no longer be guaranteed. The SRBIA Board must approve funding for the new dates.
5. Hold harmless the Santa Rosa Tourism Business Improvement Area, the Santa Rosa Metro Chamber of Commerce dba the Visit Santa Rosa, the City of Santa Rosa and staff and volunteers from said mentioned organizations from all claims, liabilities, causes of action and judgments arising out of the event.
6. Unless previously agreed upon or given a waiver, only Santa Rosa (within SRTBIA boundaries) room nights will be considered in the 'Room Night' counts for your application.
7. If event support is granted, a completed and signed W9 must be provided prior to payment.

Event Details	
Event Name	14th Annual California Artisan Cheese Festival
Event Date(s)	March 27-29, 2020
Event Description	A three-day celebration of all things cheese brought together by a lively and friendly group of experts and professionals from the wonderful world of artisan cheese. The Festival promotes broad awareness of the California cheesemaking and dairy community and enjoyment of their products.
Event Location	Various locations throughout Santa Rosa, including the Sonoma County Fairgrounds, Flamingo Hotel and local restaurants and businesses involved with California Artisan Cheese Week, leading up to the Festival.
Is this a new or returning event?	Returning for its third year to Santa Rosa, however the Festival is in its 14th year, previously based in Petaluma.
Contact Name Phone Email Mailing Address	Judy Groverman Walker 707-837-1928 judy@artisancheesefestival.com PO Box 11264, Santa Rosa, CA 95406
Legally Responsible Organization	Artisan Cheese Festival, a 501(c) (3) non-profit organization
Total Event Cost	We have an annual budget of approximately \$250,000
Amount Requested	We are requesting \$17,500 to help us with facility and marketing expenses for the 2020 Festival.
How Will Funds from SRTBIA Be Used?	Funds will be used to promote the Festival's events in various locations around Santa Rosa to food lovers in the Greater Bay Area and nationally. The uniqueness of this Festival already draws guests from more than 23 states annually, and about 60% of our ticket buyers are from outside of Sonoma County. We have the capacity to increase our attendance. Through additional advertising outreach and publicity we can reach new customers. Funds will be spent to reach more food loving consumers and lifestyle influencers in the Bay Area and nationally. The additional outreach will help Visit SR with your goal of increasing hotel stays during a low occupancy time of year and creating positive experiences in Santa Rosa. Funds will also be used to help with some of the costs of renting the Sonoma County Fairgrounds and security to maintain a safe environment for Festival vendors and attendees.

General Event Information (Please answer all questions fully)	
How many room nights will the event generate? In the City of Santa Rosa? In Sonoma County?	The event is going back to 3 days which should increase the overnight stays. With over 3,000 guests and 200 vendors we should generate 500 room nights, with the majority in the City of Santa Rosa.
Who is the target audience for this event?	The targeted audience is generally upper middle class and affluent, wants to be better educated about artisan products, and is looking to explore and experience new foods and trends. They appreciate and seek out good food and beverages. They are conscious of the environment. Our attendees are likely to share their experiences on-line. They have higher disposable income. And, 60% of our ticket buyers come from outside of Sonoma County. We also attract all age groups, including Millennials, GenX, and Baby Boomers.
What is the anticipated attendance? Attendees from out of Sonoma County? Attendees from within Sonoma County?	Approximately 3,000 to 3,500 guests and participants over the three day weekend of activities. Roughly 60% of our online ticket purchases are from outside of Sonoma County, just under 40% are from within Sonoma County. Also, with the second year of CA Artisan Cheese Week we think that we will see an increase in food and cheese lovers attending Festival events and visiting participating businesses featuring cheese leading up to the Festival.
What is the history of this event?	The Festival is a non-profit organization 501 (c)(3) started in 2007 with the mission to educate people who want to learn more about artisan cheese, support the artisan cheesemaking community and its sustainability, and celebrate and enjoy the creations of the artisan cheesemakers. It was started in Petaluma by Festival founder and hotelier Tom Birdsall as a way to increase off season occupancy at area hotels, and to promote local cheesemakers. The Festival works hand in hand with the California Artisan Cheese Guild and has a Board of Directors and an Event Producer who run the annual event. The Festival is one of the leading artisan cheese festivals in the U.S. for consumers.
If this is an existing event, how many room nights has it produced in the past within the City of Santa Rosa?	The Festival moved from Petaluma to Santa Rosa in 2018, with attendees staying at various hotels in Santa Rosa. We estimate the Festival produces over 450 room nights each year, with an upward trend that should continue as we grow the event and have moved to a larger market in Santa Rosa.
Have you approached or contracted with any lodging establishments for the event for which you are requesting support? If so, who have you contacted and how many room nights have you requested?	Yes, we are in the process of reaching out to Santa Rosa hotels and have room blocks with the Flamingo Hotel, the Sandman Hotel, Hotel E and the Gables Bed & Breakfast. We are still waiting to hear back from the Hyatt Regency.
If you receive event support from the SRTBIA, we ask that you use Visit Santa Rosa services for securing room nights (there is no charge for this service). Will you be able to do so? If not, why?	Yes, we are happy to work with the Santa Rosa CVB services. In 2019 the Festival saw 11.5% growth in ticket sales to the Marketplace., our largest event.
Describe the event's capacity to incubate (Can this event grow in the future years?) What kind of room night growth do you anticipate over the years?	With our more centralized location in Sonoma Co. and larger event venues, we see a potential for substantial growth in the coming years. As attendance increases, so will our room nights as the majority of our guests are traveling to us from outside Sonoma Co. In 2019 we added CA Artisan Cheese Week to help promote cheese the week prior to the Festival and to encourage guests to visit participating restaurants, tasting rooms and cheese loving businesses. This will encourage guests to extend their stay to take in more cheesy opportunities. We estimate the Festival can grow to as many as 4,000 guests and participants without diminishing the quality of the event.
How does this event support or re-affirm Santa Rosa's brand?	Santa Rosa is the largest city in Sonoma County, and the easiest spot to find lodging, transportation and entertainment options outside of the Festival. Associating the Artisan Cheese Festival with the hub of Sonoma County will strengthen both our brand and further establish Santa Rosa as a tourist draw. The Festival promotes the area as a place rich with artisan food products, promoting local cheesemakers, chefs, brewers, wineries, distilleries and artisan makers. Our attendees are from across the U.S. and Canada.

<p>Describe the community support for this event. Include financial and in-kind support.</p>	<p>As a non-profit we work hard to partner with many businesses to assist us in keeping our costs down and providing us with local goods and services. We negotiate with media sponsors for discounted advertising and promotions. Pure Luxury Transportation is our transportation sponsor and we work with many local companies for other in-kind products and services. We secure cash sponsorships from cheesemakers and local and regional businesses. And, we have applied for a Special Event Investment from Sonoma County Tourism. Total community, in-kind and financial support is typically over \$90,000.</p>
<p>How will this event be funded in the future?</p>	<p>Since our move to Santa Rosa, we have increased our advertising reach and publicity. The outreach has helped us to draw more well-known talent to attract to the Festival, to make our weekend line up more attractive to cheese aficionados and national sponsors from across the country. As we continue to grow, so should our revenue stream from both ticket sales and sponsorships.</p>
<p>Describe the marketing plan for the event. What type of exposure will Santa Rosa get?</p>	<p>With the expansion of the Festival into more venues in Santa Rosa, and the addition of a California Artisan Cheese Week at local restaurants, tasting rooms and businesses we will be increasing our advertising and social media outreach to customers who have never been to Santa Rosa and to the California Artisan Cheese Festival. This additional outreach can help Visit Santa Rosa with your goals of increasing hotel stays and creating positive experiences in Santa Rosa. We utilize various sources of media to create exposure including the services of a public relations company, social media and social media influencers, radio advertising, print advertising locally and nationally (magazine and newspaper), rack cards and event posters, and inclusion in industry publications. All of our marketing includes emphasis on where the event is held - Santa Rosa! And, we provide logo exposure whenever possible.</p>
<p>Will there be media coverage of this event? Local – Regional – National</p> <p>With this media coverage, describe who will be covering this event</p>	<p>The Festival has been recognized as one of the leading cheese festivals in the United States. We will be contracting with a public relations firm to help manage press inquiries and journalist visits - regionally and nationally. In 2019, we had 38 articles/pieces of coverage with an estimated 160 million views, and 387,000 impressions. We hope that Visit Santa Rosa will again provide some assistance in helping us help promote the Festival and Santa Rosa to high level media. We annually partner with Culture Magazine, a national consumer cheese magazine, to keep us in the forefront of cheese lovers. And, Sonoma County Tourism has also been very supportive in providing us with access to journalists and assisting us with media coverage. We set aside a certain number of media passes to ensure high level media have access to our cheesemakers and our Festival. Additionally, we invite social media influencers to attend the Festival and share their experiences with followers.</p>
<p>Additional information or comments.</p>	<p>* In light of the recent fires, we know the Festival will need to reach out to past and potential attendees and assure them that Santa Rosa is safe and ready for visitors, and the Festival is an excellent reason for them to travel to Santa Rosa.</p> <p>* The potential growth of the California Artisan Cheese Festival in Santa Rosa is one of the best reasons for Visit SR to invest in this unique and successful event. Annually the Festival has seen an increase in ticket sales and revenue. This growth continues at a manageable rate demonstrating the strength of the Festival and the viability of this Santa Rosa-based event. In 2018, our follow up survey showed that 46.7% of attendees were first-time attendees with more than 83% of attendees planning to attend future festivals demonstrating an upward growth trajectory with attendance and room nights. We have worked hard over the last 13 years to establish the Festival as a high-end food experience with a commitment to the local agriculture and environment of Sonoma County, Marin County, and beyond. As we continue to deepen our roots in Santa Rosa, we foresee an expanded Festival and even more exciting adventures for our guests in Santa Rosa and the surrounding environs.</p> <p>* The Festival provides significant financial support to the non-profit California Artisan Cheese Guild as well as support for other local non-profit organizations, with more than \$135,000 in donations provided to date.</p>

Applications will be reviewed and considered only at regularly scheduled SRTBIA board meetings. Please attach any other documentation that you fill will be beneficial to the SRTBIA in making its decision regarding funding for this event. *All events receiving funding are required to meet state, local and federal requirements, including any insurance, licensing, permits, certificates, etc.*

STRBIA Event Recap	
Event Name	
Event Date(s)	
Event Description	
Event Location	
Recap Prepared By	
Event Attendance by Day	
Are you attaching a zip code analysis or visitor survey results?	
If no zip code analysis or survey is being provided, how many visitors do you estimate came from out of the area?	
How many room nights do you estimate were used within Santa Rosa? What SRTBIA lodging establishments were contracted/used for the event?	
How were SRTBIA funds used?	
Is there any other economic impact you would like to share about the event?	

This is to be completed and returned to the Visit Santa Rosa Executive Director within 90 days of the conclusion of the event.

Please attach any relevant information including copies of articles, advertisements, press releases or economic data related to the event.